

What is claimed is:

1. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods, comprising:

a digital goods section including digital goods to be sold via online from a business proprietor to a client;

a physical goods to be operated by contents of the digital goods, the physical goods having an inherent ID given thereto, a first encrypted ID also given thereto and encrypted according to a first encryption algorithm from said inherent ID, and an assignable identification name for identifying the physical goods;

a controller for examining whether or not the client is a genuine proprietor of the physical goods based on information including the assignable identification name and the inherent ID of the physical goods, generating a second encrypted ID by encrypting the first encrypted ID of the physical goods according to a second encryption algorithm, encrypting the digital goods for which the client has made a request for purchase according to the second encryption algorithm, and transferring the second encrypted ID and the encrypted digital goods to the client, when selling the digital goods; and

a client interface section for registering the client to the controller as a genuine proprietor of the physical goods by transfer to the controller of information including at least the assignable identification name corresponding to the inherent ID given to the physical goods, making the request for purchase of the digital goods based on the assignable identification name and a selection of digital goods desired for purchase after the registration, and transferring the encrypted digital goods and the second encrypted ID to the

physical goods when the second encrypted ID and the encrypted digital goods are transferred to the client interface section from the controller,

wherein the physical goods decrypts the second encrypted ID transferred from the client interface section according to a decryption algorithm, thereby extracting the first encrypted ID, and if the extracted first-encrypted ID coincides with the first encrypted ID given to the physical goods, decrypts the encrypted digital goods transferred from the client interface section according to the decryption algorithm and executes the decrypted digital goods.

2. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods, comprising:

a digital goods section including digital goods to be sold via online from a business proprietor to a client ;

a physical goods to be operated by contents of the digital goods, the physical goods having an inherent ID given thereto, a first encrypted ID also given thereto and encrypted according to a first encryption algorithm from said inherent ID, and an assignable identification name for identifying the physical goods;

a controller for examining whether or not the client is a genuine proprietor of the physical goods based on information including the assignable identification name and the inherent ID of the physical goods, generating a second encrypted ID by encrypting the first encrypted ID of the physical goods according to a second encryption algorithm, encrypting the digital goods for which the client has made a request for purchase according to the second encryption algorithm, and transferring the second encrypted ID and the encrypted digital goods to the client, when selling the digital goods; and

a client interface section for registering the client to the controller as a genuine proprietor of the physical goods by transfer to the controller of information including at least the assignable identification name corresponding to the inherent ID given to the physical goods, making the request for purchase of the digital goods based on the assignable identification name and a selection of digital goods desired for purchase after the registration, and transferring the encrypted digital goods and the second encrypted ID to the physical goods when the second encrypted ID and the encrypted digital goods are transferred to the client interface section from the controller,

wherein the physical goods decrypts the second encrypted ID and the encrypted digital goods transferred from the client interface section according to a decryption algorithm, thereby extracting the first encrypted ID and digital contents, and if the extracted first-encrypted ID coincides with the first encrypted ID given to the physical goods, executes the contents of the decrypted digital goods.

3. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 1, wherein both the inherent ID and the first encrypted ID are incorporated into the physical goods during manufacture of the physical goods.
4. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 1, wherein the first encrypted ID given to the physical goods can be inputted from outside of the physical goods after manufacture of the physical goods.
5. An apparatus for preventing reproduction/distribution of digital goods by use of

physical goods, comprising:

a digital goods section including digital goods, said digital goods including a first operation portion and a second operation portion and saleable via online from a business proprietor to a client;

a physical goods to be operated by contents of the second operation portion of the digital goods, the physical goods having an inherent ID given thereto, a first encrypted ID also given thereto and encrypted according to a first encryption algorithm from said inherent ID and an assignable identification name for identifying the physical goods;

a controller for examining whether or not the client is a genuine proprietor of the physical goods based on information including the assignable identification name and the inherent ID of the physical goods, generating a second encrypted ID by encrypting the first encrypted ID of the physical goods according to a second encryption algorithm, encrypting the digital goods for which the client has made a request for purchase according to the second encryption algorithm, and transferring the second encrypted ID and the encrypted digital goods to the client, when selling the digital goods; and

a client interface section for registering the client to the controller as a genuine proprietor of the physical goods by transfer to the controller of information including at least the assignable identification name corresponding to the inherent ID given to the physical goods, making the request for purchase of the digital goods based on the assignable identification name and a selection of digital goods desired for purchase after the registration, separating the digital goods into a first execution portion and a second execution portion if the second encrypted ID and the digital goods requested for purchasing are transferred from the controller, and transferring the separated second execution portion and the second encrypted ID to the physical goods,

wherein the physical goods decrypts the second encrypted ID transferred from the client interface section according to a decryption algorithm, thereby extracting the first encrypted ID, and if the extracted first-encrypted ID coincides with the first encrypted ID given to the physical goods, executes contents of the second execution portion transferred from the client interface section, and

wherein when the contents of the second execution portion of the digital goods are executed in the physical goods, the client interface section executes the first execution portion of the digital goods in synchronization with the execution of the contents of the second execution portion.

6. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 5, wherein both the inherent ID and the first encrypted ID are incorporated into the physical goods during manufacture of the physical goods.
7. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 5, wherein the first encrypted ID given to the physical goods can be inputted from outside of the physical goods after manufacture of the physical goods.
8. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 5, wherein the physical goods prohibits the execution of the first execution portion of the digital goods in the client interface section if the extracted first-encrypted ID does not coincide with the first encrypted ID given to the physical goods.

9. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 5, wherein the physical goods is a storytelling device, and the second execution portion includes operation code for controlling operation of the physical goods according to contents of a story and narration for dictating the contents of the story.

10. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 5, wherein the controller simultaneously transfers to the client the second encrypted ID and the digital goods requested by the client for purchase.

11. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 9, wherein the client interface is a personal computer, and the first execution portion of the digital goods includes images and sound effects.

12. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods, comprising:

a digital goods section including digital goods, said digital goods including a first operation portion and a second operation portion and saleable via online from a business proprietor to a client;

a physical goods to be operated by contents of the second operation portion of the digital goods, the physical goods having an inherent ID given thereto, a first encrypted ID also given thereto and encrypted according to a first encryption algorithm from said inherent ID, and an assignable identification name for identifying the physical goods;

a controller for examining whether or not the client is a genuine proprietor of the

physical goods based on information including the assignable identification name and the inherent ID of the physical goods, generating a second encrypted ID by encrypting the first encrypted ID of the physical goods according to a second encryption algorithm, encrypting the digital goods for which the client has made a request for purchase according to the second encryption algorithm, and transferring the second encrypted ID and the encrypted digital goods to the client, when selling the digital goods; and

a client interface section for registering the client to the controller as a genuine proprietor of the physical goods by transfer to the controller of information including at least the assignable identification name corresponding to the inherent ID given to the physical goods, making the request for purchase of the digital goods based on the assignable identification name and a selection of digital goods desired for purchase after the registration, separating the digital goods into a first execution portion and a second execution portion if the second encrypted ID and the digital goods requested for purchasing are transferred from the controller, transferring the second encrypted ID to the physical goods, and transferring the second execution portion of the digital goods to the physical goods according to the request for transfer of the second execution portion of the digital goods made by the physical goods,

wherein the physical goods decrypts the second encrypted ID transferred from the client interface section according to a decryption algorithm, thereby extracting the first encrypted ID, and if the extracted first-encrypted ID coincides with the first encrypted ID given to the physical goods, makes request for transfer of the second execution portion of the digital goods to the client interface section and executes contents of the second execution portion of the digital goods transferred from the client interface section in response to the request for transfer, and

wherein when the contents of the second execution portion of the digital goods are executed in the physical goods, the client interface section executes the first execution portion of the digital goods in synchronization with the execution of the contents of the second execution portion.

13. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 12, wherein both the inherent ID and the first encrypted ID are incorporated into the physical goods during manufacture of the physical goods.

14. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 12, wherein the first encrypted ID given to the physical goods can be inputted from outside of the physical goods after manufacture of the physical goods.

15. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 12, wherein the physical goods prohibits the execution of the first execution portion of the digital goods in the client interface section if the extracted first-encrypted ID does not coincide with the first encrypted ID given to the physical goods.

16. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 12, wherein the physical goods is a storytelling device, and the second execution portion includes operation code for controlling operation of the physical goods according to contents of a story and narration for dictating the contents of

the story.

17. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 12, wherein the controller simultaneously transfers to the client the second encrypted ID and the digital goods requested by the client for purchase.

18. An apparatus for preventing reproduction/distribution of digital goods by use of physical goods according to claim 16, wherein the client interface is a personal computer, and the first execution portion of the digital goods includes images and sound effects.

19. A method of preventing reproduction/distribution of digital goods by use of physical goods wherein the physical goods has an inherent ID given thereto, and a first encrypted ID also given thereto and encrypted from the inherent ID according to a first encryption algorithm, comprising the steps of:

obtaining the inherent ID of the physical goods by a client;

transferring the obtained inherent ID together with an assignable identification name for identifying the physical goods to a business proprietor;

examining whether or not a corresponding relationship between the assignable identification name and inherent ID of the physical goods has been registered on database of the business proprietor;

registering the physical goods on the database of the business proprietor by relating the assignable identification name of the physical goods to the first encrypted ID if it is judged in the examining step that the corresponding relationship has not been registered;

notifying the client of the registration of the physical goods on database of the business

proprietor;

determining a digital goods to be purchased and transferring both a code of goods and the assignable identification name corresponding to the digital goods to the business proprietor;

encrypting the first encrypted ID according to a second encryption algorithm to generate a second encrypted ID if the first encrypted ID corresponding to the assignable identification name is identified in the identifying step;

transferring the second encrypted ID and the encrypted digital goods to a client interface section;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

decrypting the encrypted digital goods according to the decryption algorithm if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the encrypted ID kept in the physical goods; and

20. A method of preventing reproduction/distribution of digital goods by use of physical goods according to claim 19,

wherein the step of obtaining the inherent ID is for the client to read the inherent ID from the physical goods by initializing the physical goods through the client interface section.

21. A method of preventing reproduction/distribution of digital goods by use of physical goods according to claim 19,

wherein the step of obtaining the inherent ID is to read the inherent ID which is provided to be identifiable on the outside of the physical goods.

22. A method of preventing reproduction/distribution of digital goods by use of physical goods wherein the physical goods has an inherent ID given thereto, and a first encrypted ID also given thereto and encrypted the inherent ID according to a first encryption algorithm from, comprising the steps of:

obtaining the inherent ID of the physical goods by a client;

transferring the obtained inherent ID together with an assignable identification name for identifying the physical goods to a business proprietor;

examining whether or not a corresponding relationship between the assignable identification name and inherent ID of the physical goods has been registered on database of the business proprietor;

registering the physical goods on the database of the business proprietor by relating the assignable identification name of the physical goods to the first encrypted ID if it is judged

in the examining step that the corresponding relationship has not been registered;

notifying the client of the registration of the physical goods on database of the business proprietor;

determining a digital goods to be purchased and transferring both a code of goods and the assignable identification name corresponding to the digital goods to the business proprietor;

identifying the first encrypted ID corresponding to the assignable identification name transferred together with the code of goods by reference to the database of the business proprietor;

encrypting the first encrypted ID according to a second encryption algorithm to generate a second encrypted ID if the first encrypted ID corresponding to the assignable identification name is identified in the identifying step;

encrypting the digital goods corresponding to the code of goods according to the second encryption algorithm;

transferring the second encrypted ID and the encrypted digital goods to a client interface section;

transferring the second encrypted ID and the encrypted digital goods transferred to the client interface section to the physical goods;

decrypting the second encrypted ID and the encrypted digital goods transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods; and

executing the decrypted digital goods if, in the comparing step, the first encrypted ID

generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods.

23. A method of preventing reproduction/distribution of digital goods by use of physical goods according to claim 22,

wherein the step of obtaining the inherent ID is for the client to read the inherent ID from the physical goods by initializing the physical goods through the client interface section.

24. A method of preventing reproduction/distribution of digital goods by use of physical goods according to claim 22,

wherein the step of obtaining the inherent ID is to read the inherent ID which is provided to be identifiable on the outside of the physical goods.

25. A method of preventing reproduction/distribution of digital goods by use of physical goods wherein the physical goods has an inherent ID given thereto, and a first encrypted ID also given thereto and encrypted from the inherent ID according to a first encryption algorithm, comprising the steps of:

obtaining the inherent ID of the physical goods by a client;

transferring the obtained inherent ID together with an assignable identification name for identifying the physical goods to a business proprietor;

examining whether or not a corresponding relationship between the assignable identification name and inherent ID of the physical goods has been registered on database of the business proprietor;

registering the physical goods on the database of the business proprietor by relating the assignable identification name of the physical goods to the first encrypted ID if it is judged in the examining step that the corresponding relationship has not been registered;

notifying the client of the registration of the physical goods on database of the business proprietor;

determining a digital goods to be purchased which comprises a first execution portion and a second execution portion, and transferring both a code of goods and the assignable identification name corresponding to the digital goods to the business proprietor;

identifying the first encrypted ID corresponding to the assignable identification name transferred together with the code of goods by reference to the database of the business proprietor;

encrypting the first encrypted ID according to a second encryption algorithm to generate a second encrypted ID if the first encrypted ID corresponding to the assignable identification name is identified in the identifying step;

transferring the second encrypted ID and the digital goods corresponding to the code of goods to a client interface section;

separating the digital goods transferred to the client interface section into the first execution portion and the second execution portion;

transferring the second encrypted ID transferred to the client interface section to the physical goods;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods;

requesting the client interface section to transfer the second execution portion of the digital goods if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods; and

executing the physical goods according to contents of the second execution portion of the digital goods transferred from the client interface section in response to the request for transfer of the digital goods and simultaneously executing contents of the first execution portion of the digital goods in the client interface section.

obtaining the inherent ID of the physical goods by a client.

examining whether or not a corresponding relationship between the assignable identification name and inherent ID of the physical goods has been registered on database of the business proprietor;

registering the physical goods on the database of the business proprietor by relating the assignable identification name of the physical goods to the first encrypted ID if it is judged in the examining step that the corresponding relationship has not been registered;

notifying the client of the registration of the physical goods on database of the business proprietor;

determining a digital goods to be purchased which comprises a first execution portion and a second execution portion, and transferring both a code of goods and the assignable identification name corresponding to the digital goods to the business proprietor;

identifying the first encrypted ID corresponding to the assignable identification name transferred together with the code of goods by reference to the database of the business proprietor;

encrypting the first encrypted ID according to a second encryption algorithm to generate a second encrypted ID if the first encrypted ID corresponding to the assignable identification name is identified in the identifying step;

transferring the second encrypted ID and the digital goods corresponding to the code of goods to a client interface section;

separating the digital goods transferred to the client interface section into the first execution portion and the second execution portion;

transferring the separated second execution portion of the digital goods and the second encrypted ID transferred to the client interface section to the physical goods;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods; and

executing the physical goods according to contents of the second execution portion of the digital goods transferred from the client interface section and simultaneously executing contents of the first execution portion of the digital goods in the client interface section, if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods.

27. A method of preventing reproduction/distribution of digital goods by use of physical goods wherein the physical goods has an inherent ID given thereto, and a first encrypted ID also given thereto and encrypted from the inherent ID according to a first encryption algorithm, comprising the steps of:

obtaining the inherent ID of the physical goods on the side of a client;

transferring the obtained inherent ID together with an assignable identification name for identifying the physical goods to a business proprietor;

examining whether or not a corresponding relationship between the assignable identification name and inherent ID of the physical goods has been registered on database of the business proprietor;

registering the physical goods on the database of the business proprietor by relating the assignable identification name of the physical goods to the first encrypted ID if it is judged in the examining step that the corresponding relationship has not been registered;

notifying the client of the registration of the physical goods on database of the business proprietor;

determining a digital goods to be purchased which comprises a first execution portion and a second execution portion, and transferring both a code of goods and the assignable identification name corresponding to the digital goods to the business proprietor;

identifying the first encrypted ID corresponding to the assignable identification name transferred together with the code of goods by reference to the database of the business proprietor;

encrypting the first encrypted ID according to a second encryption algorithm to generate a second encrypted ID if the first encrypted ID corresponding to the assignable

identification name is identified in the identifying step;

transferring the second encrypted ID and the digital goods corresponding to the code of goods to a client interface section;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

requesting the client interface section to transfer the second execution portion of the digital goods if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods;

separating the digital goods transferred to the client interface section into the first execution portion and the second execution portion in response to the request for transfer of the digital goods;

transferring the separated second execution portion of the digital to the physical goods;
and

executing the physical goods according to contents of the second execution portion of the digital goods transferred from the client interface section in response to the request for transfer of the digital goods and simultaneously executing contents of the first execution portion of the digital goods in the client interface section.

28. A method of preventing reproduction/distribution of digital goods by use of physical goods wherein the physical goods has an inherent ID given thereto, a first encrypted ID

also given thereto and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods and the digital goods is sold via online from a business proprietor to a client, the method comprising the steps of:

transferring information on the physical goods including at least the assignable identification name of the physical goods of which a corresponding relationship with the inherent ID has been registered on a database of the business proprietor and information on the digital goods including at least code of goods corresponding to the digital goods to be purchased, from the client to the business proprietor;

examining whether or not the client is a genuine proprietor of the physical goods by reference to the database of the business proprietor based on the information on the physical goods;

encrypting the first encrypted ID corresponding to the identification name transferred to the business proprietor according to a second encryption algorithm, thereby generating a second encrypted ID if the genuine proprietor of the physical goods is confirmed in the examining step ;

encrypting the digital goods indicated by the information on the digital goods according to the second encryption algorithm;

transferring the second encrypted ID and the encrypted digital goods to a client interface section;

transferring the second encrypted ID and the encrypted digital goods transferred to the client interface section to the physical goods;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods;

decrypting the encrypted digital goods according to the decryption algorithm if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods; and

operating the physical goods according to contents of the decrypted digital goods.

29. A method of preventing reproduction/distribution of digital goods by use of physical goods wherein the physical goods has an inherent ID given thereto, a first encrypted ID also given thereto and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods and the digital goods is sold via online from a business proprietor to a client, the method comprising the steps of:

transferring information on the physical goods including at least the assignable identification name of the physical goods of which a corresponding relationship with the inherent ID has been registered on a database of the business proprietor and information on the digital goods including at least code of goods corresponding to the digital goods to be purchased, from the client to the business proprietor;

examining whether or not the client is a genuine proprietor of the physical goods by reference to the database of the business proprietor based on the information on the physical goods;

encrypting the first encrypted ID corresponding to the identification name transferred to the business proprietor according to a second encryption algorithm, thereby generating a second encrypted ID if the genuine proprietor of the physical goods is confirmed in the

examining step;

encrypting the digital goods indicated by the information on the digital goods according to the second encryption algorithm;

transferring the second encrypted ID and the encrypted digital goods to a client interface section;

transferring the second encrypted ID and the encrypted digital goods transferred to the client interface section to the physical goods;

decrypting the second encrypted ID and the encrypted digital goods transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods; and

operating the physical goods according to contents of the decrypted digital goods if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods.

30. A method of preventing reproduction/distribution of digital goods by use of physical goods wherein the physical goods has an inherent ID given thereto, a first encrypted ID also given thereto and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods, and the digital goods comprises a first execution portion and a second execution portion and is sold via online from a business proprietor to a client, the method comprising the steps of:

transferring information on the physical goods including at least the assignable identification name of the physical goods of which a corresponding relationship with the

inherent ID has been registered on a database of the business proprietor and information on the digital goods including at least code of goods corresponding to the digital goods to be purchased, from the client to the business proprietor;

examining whether or not the client is a genuine proprietor of the physical goods by reference to the database of the business proprietor based on the information on the physical goods;

encrypting the first encrypted ID corresponding to the assignable identification name transferred to the business proprietor according to a second encryption algorithm, thereby generating a second encrypted ID if the genuine proprietor of the physical goods is confirmed in the examining step;

transferring the second encrypted ID and the digital goods indicated by the information on the digital goods to a client interface section;

separating the digital goods transferred to the client interface section into the first execution portion and the second execution portion;

transferring the second encrypted ID transferred to the client interface section to the physical goods;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods:

requesting the client interface section to transfer the second execution portion of the digital goods if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods; and

executing the physical goods according to contents of the second execution portion of the digital goods transferred from the client interface section in response to the request for transfer of the digital goods and simultaneously executing contents of the first execution portion of the digital goods in the client interface section.

31. A method of preventing reproduction/distribution of digital goods by use of physical goods wherein the physical goods has an inherent ID given thereto, a first encrypted ID also given thereto and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods, and the digital goods comprises a first execution portion and a second execution portion and is sold via online from a business proprietor to a client, the method comprising the steps of:

transferring information on the physical goods including at least the assignable identification name of the physical goods of which a corresponding relationship with the inherent ID has been registered on a database of the business proprietor and information on the digital goods including at least code of goods corresponding to the digital goods to be purchased, from the client to the business proprietor;

examining whether or not the client is a genuine proprietor of the physical goods by reference to the database of the business proprietor based on the information on the physical goods;

encrypting the first encrypted ID corresponding to the assignable identification name transferred to the business proprietor according to a second encryption algorithm, thereby generating a second encrypted ID if the genuine proprietor of the physical goods is confirmed in the examining step;

transferring the second encrypted ID and the digital goods indicated by the information

on the digital goods to a client interface section;

separating the digital goods transferred to the client interface section into the first execution portion and the second execution portion;

transferring the separated second execution portion of the digital goods and the second encrypted ID to the physical goods;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods; and

executing the physical goods according to contents of the second execution portion of the digital goods transferred from the client interface section and simultaneously executing contents of the first execution portion of the digital goods in the client interface section, if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods.

32. A method of preventing reproduction/distribution of digital goods by use of physical goods wherein the physical goods has an inherent ID given thereto, a first encrypted ID also given thereto and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods, and the digital goods comprises a first execution portion and a second execution portion and is sold via online from a business proprietor to a client, the method comprising the steps of:

transferring information on the physical goods including at least the assignable identification name of the physical goods of which a corresponding relationship with the inherent ID has been registered on a database of the business proprietor and information on

the digital goods including at least code of goods corresponding to the digital goods to be purchased, from the client to the business proprietor;

examining whether or not the client is a genuine proprietor of the physical goods by reference to the database of the business proprietor based on the information on the physical goods;

encrypting the first encrypted ID corresponding to the assignable identification name transferred to the business proprietor according to a second encryption algorithm, thereby generating a second encrypted ID if the genuine proprietor of the physical goods is confirmed in the examining step;

transferring the second encrypted ID and the digital goods indicated by the information on the digital goods to a client interface section;

transferring the second encrypted ID to the physical goods;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods;

requesting the client interface section to transfer the second execution portion of the digital goods if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods;

separating the digital goods transferred to the client interface section into the first execution portion and the second execution portion in response to the request for transfer of the digital goods ;

transferring the separated second execution portion of the digital to the physical goods;
and

executing the physical goods according to contents of the second execution portion of the digital goods transferred from the client interface section and simultaneously executing contents of the first execution portion of the digital goods in the client interface section.

33. A method of preventing reproduction/distribution of digital goods by use of physical goods so as to permit sending a gift of the digital goods to a third party and receiving the gift wherein the digital goods is executed in physical goods, wherein the physical goods has an inherent ID given thereto, ID information including a first encrypted ID which is also given to the physical goods and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods, and wherein the digital goods is sold via online to a client, the method comprising the steps of:

transferring information on a gift sender, information on the digital goods to be purchased, and information on a gift recipient including the assignable identification name of the physical goods held by the gift recipient from the gift sender to a business proprietor;

extracting the ID information of the physical goods held by the gift recipient by reference to a database of the business proprietor in which a corresponding relationship between the assignable identification name and the inherent ID has been registered, based on at least the assignable identification name;

encrypting the first encrypted ID among the extracted ID information according to a second encryption algorithm, thereby generating a second encrypted ID;

encrypting the digital goods selected by the gift sender according to the second encryption algorithm;

transferring the second encrypted ID and the encrypted digital goods to a interface

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section of the gift recipient;

transferring the second encrypted ID and the encrypted digital goods transferred to the interface section of the gift recipient to the physical goods of the gift recipient;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods;

decrypting the encrypted digital goods according to the decryption algorithm if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods; and

executing contents of the decrypted digital goods provided as the gift in the physical goods.

34. A method of preventing reproduction/distribution of digital goods by use of physical goods so as to permit sending a gift of the digital goods to a third party and receiving the gift according to claim 33, wherein the step of transferring the second encrypted ID and the encrypted digital goods to the interface section of the gift recipient includes the steps of:

transferring information including information that the digital goods has been provided by the gift sender, URL of the business proprietor, and guide information for downloading the gift to the interface section of the gift recipient, to an email address of the gift recipient;

providing an access to the URL of the business proprietor by the gift recipient by confirming the email; and

downloading the digital goods provided as the gift by the gift recipient from the URL of the business proprietor to the interface section.

35. A method of preventing reproduction/distribution of digital goods by use of physical goods so as to permit sending a gift of the digital goods to a third party and receiving the gift wherein the digital goods is executed in physical goods, wherein the physical goods has an inherent ID given thereto, ID information including a first encrypted ID which is also given to the physical goods and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods, and wherein the digital goods is sold via online to a client, the method comprising the steps of:

transferring information on a gift sender, information on the digital goods to be purchased, and information on a gift recipient including the assignable identification name of the physical goods held by the gift recipient from the gift sender to a business proprietor;

extracting the ID information of the physical goods held by the gift recipient by reference to a database of the business proprietor in which a corresponding relationship between the assignable identification name and the inherent ID has been registered, based on at least the identification name;

encrypting the first encrypted ID among the extracted ID information according to a second encryption algorithm, thereby generating a second encrypted ID;

encrypting the digital goods selected by the gift sender according to the second encryption algorithm;

transferring the second encrypted ID and the encrypted digital goods to a interface section of the gift recipient;

transferring the second encrypted ID and the encrypted digital goods transferred to the

interface section of the gift recipient to the physical goods of the gift recipient;

decrypting the second encrypted ID and the encrypted digital goods transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods; and

executing contents of the decrypted digital goods provided as the gift in the physical goods if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted coincides with the first encrypted ID given to the physical goods.

36. A method of preventing reproduction/distribution of digital goods by use of physical goods so as to permit sending a gift of the digital goods to a third party and receiving the gift according to claim 35, wherein the step of transferring the second encrypted ID and the encrypted digital goods to the interface section of the gift recipient includes the steps of:

transferring information including information that the digital goods has been provided by the gift sender, URL of the business proprietor, and guide information for downloading the gift to the interface section of the gift recipient, to an email address of the gift recipient;

providing an access to the URL of the business proprietor by the gift recipient by confirming the email; and

downloading the digital goods provided as the gift by the gift recipient from the URL of the business proprietor to the interface section

37. A method of preventing reproduction/distribution of digital goods by use of physical goods so as to permit sending a gift of the digital goods to a third party and receiving the

gift wherein the digital goods sold via online to a client comprises a first execution portion and a second execution portion, wherein the second execution portion of the digital goods is executed in physical goods, and wherein the physical goods has an inherent ID given thereto, ID information including a first encrypted ID which is also given to the physical goods and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods, the method comprising the steps of:

transferring information on a gift sender, information on the digital goods to be purchased, and information on a gift recipient including the assignable identification name of the physical goods held by the gift recipient from the gift sender to a business proprietor;

extracting the ID information of the physical goods held by the gift recipient by reference to a database of the business proprietor in which a corresponding relationship between the assignable identification name and the inherent ID has been registered, based on at least the assignable identification name;

encrypting the first encrypted ID among the extracted ID information according to a second encryption algorithm, thereby generating a second encrypted ID;

transferring the second encrypted ID and the digital goods selected by the gift sender to a interface section of the gift recipient;

separating the digital goods into the first execution portion and the second execution portion;

transferring the second encrypted ID transferred to the interface section of the gift recipient to the physical goods of the gift recipient;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods;

requesting the interface section of the gift recipient to transfer the second execution portion of the digital goods if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods; and

executing contents of the second execution portion of the digital goods transferred from the interface section of the gift recipient in response to the request for transfer in the physical goods and simultaneously executing contents of the first execution portion of the digital goods in the interface section of the gift recipient.

38. A method of preventing reproduction/distribution of digital goods by use of physical goods so as to permit sending a gift of the digital goods to a third party and receiving the gift according to claim 37, wherein the step of transferring the second encrypted ID and the encrypted digital goods to the interface section of the gift recipient includes the steps of:

transferring information including information that the digital goods has been provided by the gift sender, URL of the business proprietor, and guide information for downloading the gift to the interface section of the gift recipient, to an email address of the gift recipient;

providing an access to the URL of the business proprietor by the gift recipient by confirming the email; and

downloading the digital goods provided as the gift by the gift recipient from the URL of the business proprietor to the interface section.

39. A method of preventing reproduction/distribution of digital goods by use of physical

goods so as to permit sending a gift of the digital goods to a third party and receiving the gift wherein the digital goods sold via online to a client comprises a first execution portion and a second execution portion, wherein the second execution portion of the digital goods is executed in physical goods, and wherein the physical goods has an inherent ID given thereto, ID information including a first encrypted ID which is also given to the physical goods and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods, the method comprising the steps of:

transferring information on a gift sender, information on the digital goods to be purchased, and information on a gift recipient including the assignable identification name of the physical goods held by the gift recipient from the gift sender to a business proprietor;

extracting the ID information of the physical goods held by the gift recipient by reference to a database of the business proprietor in which a corresponding relationship between the assignable identification name and the inherent ID has been registered, based on at least the assignable identification name;

encrypting the first encrypted ID among the extracted ID information according to a second encryption algorithm, thereby generating a second encrypted ID;

transferring the second encrypted ID and the digital goods selected by the gift sender to a interface section of the gift recipient;

separating the digital goods into the first execution portion and the second execution portion;

transferring the separated second execution portion and the second encrypted ID transferred to the interface section of the gift recipient to the physical goods of the gift recipient;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods; and

executing contents of the second execution portion of the digital goods in the physical goods and simultaneously executing contents of the first execution portion of the digital goods in the interface section of the gift recipient, if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods.

40. A method of preventing reproduction/distribution of digital goods by use of physical goods so as to permit sending a gift of the digital goods to a third party and receiving the gift according to claim 39 wherein the step of transferring the second encrypted ID and the encrypted digital goods to the interface section of the gift recipient includes the steps of:

transferring information including information that the digital goods has been provided by the gift sender, URL of the business proprietor, and guide information for downloading the gift to the interface section of the gift recipient, to an email address of the gift recipient;

providing an access to the URL of the business proprietor by the gift recipient by confirming the email; and

downloading the digital goods provided as the gift by the gift recipient from the URL of the business proprietor to the interface section.

41. A method of preventing reproduction/distribution of digital goods by use of physical goods so as to permit sending a gift of the digital goods to a third party and receiving the

gift wherein the digital goods sold via online to a client comprises a first execution portion and a second execution portion, wherein the second execution portion of the digital goods is executed in physical goods, and wherein the physical goods has an inherent ID given thereto, ID information including a first encrypted ID which is also given to the physical goods and encrypted from said inherent ID according to a first encryption algorithm and an assignable identification name for identifying the physical goods, the method comprising the steps of:

transferring information on a gift sender, information on the digital goods to be purchased, and information on a gift recipient including the assignable identification name of the physical goods held by the gift recipient from the gift sender to a business proprietor;

extracting the ID information of the physical goods held by the gift recipient by reference to a database of the business proprietor in which a corresponding relationship between the assignable identification name and the inherent ID has been registered, based on at least the assignable identification name;

encrypting the first encrypted ID among the extracted ID information according to a second encryption algorithm, thereby generating a second encrypted ID;

transferring the second encrypted ID and the digital goods selected by the gift sender to a interface section of the gift recipient;

transferring the second encrypted ID transferred to the interface section of the gift recipient to the physical goods of the gift recipient;

decrypting the second encrypted ID transferred to the physical goods according to a decryption algorithm corresponding to the second encryption algorithm;

comparing the first encrypted ID generated by the decryption of the second encrypted ID with the first encrypted ID given to the physical goods;

requesting the interface section of the gift recipient to transfer the second execution portion of the digital goods if, in the comparing step, the first encrypted ID generated by the decryption of the second encrypted ID coincides with the first encrypted ID given to the physical goods;

separating the digital goods transferred to the interface section of the gift recipient into the first execution portion and the second execution portion in response to the request for transfer of the second execution portion of the digital goods ;

transferring the separated second execution portion of the digital to the physical goods;
and

executing contents of the second execution portion of the digital goods transferred to the physical goods in the physical goods and simultaneously executing contents of the first execution portion of the digital goods in the interface section of the gift recipient.

42. A method of preventing reproduction/distribution of digital goods by use of physical goods so as to permit sending a gift of the digital goods to a third party and receiving the gift according to claim 41, wherein the step of transferring the second encrypted ID and the encrypted digital goods to the interface section of the gift recipient includes the steps of:

transferring information including information that the digital goods has been provided by the gift sender, URL of the business proprietor, and guide information for downloading the gift to the interface section of the gift recipient, to an email address of the gift recipient;

providing an access to the URL of the business proprietor by the gift recipient by confirming the email; and

downloading the digital goods provided as the gift by the gift recipient from the URL of the business proprietor to the interface section.

43. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device, comprising:

the operation device for executing a part of the digital contents, the operation device including an inherent ID given thereto, a first encrypted ID also given thereto and encrypted according to a first encryption algorithm from said inherent ID, and an assignable identification name for identifying the operation device;

a client interface section for providing registration information including the inherent ID given to the operation device, the assignable identification name for the operation device and client information to register the operation device, and for providing information on digital contents to be purchased and purchase information including the assignable identification name to purchase the digital contents after registration;

a central controller for registering the registration information in its own database, examining whether the client is a genuine proprietor of the operation device based on the assignable identification name, and if the client is determined to be a genuine proprietor, providing an authentication code including a second encrypted ID generated by encrypting the first encrypted ID stored in the database of the central controller according to a second encryption algorithm when the authentication code is requested;

an electronic commerce controller for requesting the authentication code to the central controller based on the digital contents information and the purchase information including the assignable identification name, generating a signal for requesting the digital contents selected by the client if the authentication code is provided from the central controller, and

providing the digital contents and the authentication code to be provided according to the requests with the client interface section; and

a digital contents controller for providing the requested digital contents with the electronic commerce controller when the signal for requesting the digital contents is received,

wherein the client interface section transfers the part of the digital contents and the authentication code to the operation device when the purchased digital contents and the authentication code are received,

wherein the operation device decrypts the second encrypted ID included in authentication code according to a decryption algorithm corresponding to the second encryption algorithm to extract the first encrypted ID when the part of the digital contents and the authentication code are received and executes the part of the digital contents transferred from the client interface section only when the extracted first-encrypted ID coincides with the first encrypted ID given to the operation device, and

wherein the client interface section executes the remaining part of the digital contents except the part which has been transferred to the operation device and is executed by the operation device, in synchronization with the execution of the part on the side of the operation device.

44. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device according to claim 43,

wherein the client interface section reads the inherent ID from the operation device by an operation device set-up program.

45. A system of preventing reproduction/distribution of digital contents sold via online

by use of an operation device according to claim 43,

wherein the client interface section provides the inherent ID identified from outside of the operation device as the registration information.

46. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device according to claim 43,

wherein the central controller, the electronic commerce controller, and the digital contents controller are managed by a business proprietor.

47. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device according to claim 43,

wherein the central controller, the electronic commerce controller, and the digital contents controller are separately managed.

48. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device according to claim 43,

wherein a business proprietor who manages the central controller and the electronic commerce controller is different from a business proprietor who manages the digital contents controller

49. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device, comprising:

the operation device for executing a part of the digital contents, the operation device including an inherent ID given thereto, a first encrypted ID also given thereto and encrypted

according to a first encryption algorithm from said inherent ID, and an assignable identification name for identifying the operation device;

a client interface section for providing registration information including the inherent ID given to the operation device, the assignable identification name for the operation device and client information to register the operation device, and for providing information on digital contents to be purchased and purchase information including the assignable identification name to purchase the digital contents after registration;

a central controller for registering the registration information in its own database, examining whether the client is a genuine proprietor of the operation device based on the assignable identification name, and if the client is determined to be a genuine proprietor, providing an authentication code including a second encrypted ID generated by encrypting the first encrypted ID stored in the database of the central controller according to a second encryption algorithm when the authentication code is requested;

an electronic commerce controller for requesting the authentication code to the central controller based on the digital contents information and the purchase information including the assignable identification name, generating a signal for requesting the digital contents selected by the client if the authentication code is provided from the central controller, and providing the digital contents and the authentication code to be provided according to the requests with the client interface section; and

a digital contents controller for providing the requested digital contents with the electronic commerce controller when the signal for requesting the digital contents is received,

wherein the client interface section transfers the authentication code to the operation device when the purchased digital contents and the authentication code are received,

wherein the operation device decrypts the second encrypted ID included in authentication

code according to a decryption algorithm corresponding to the second encryption algorithm to extract the first encrypted ID when the authentication code is received, receives the part of the digital contents from the client interface section only when the extracted first-encrypted ID coincides with the first encrypted ID given to the operation device, and executes the part of the digital contents, and

wherein the client interface section executes the remaining part of the digital contents except the part which has been transferred to the operation device, in synchronization with the execution of the part on the side of the operation device.

50. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device according to claim 49,

wherein the client interface section reads the inherent ID from the operation device by an operation device set-up program.

51. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device according to claim 49,

wherein the client interface section provides the inherent ID identified from outside of the operation device as the registration information.

52. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device according to claim 49,

wherein the central controller, the electronic commerce controller, and the digital contents controller are managed by a business proprietor.

53. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device according to claim 49,

wherein the central controller, the electronic commerce controller, and the digital contents controller are separately managed.

54. A system of preventing reproduction/distribution of digital contents sold via online by use of an operation device according to claim 49,

wherein a business proprietor who manages the central controller and the electronic commerce controller is different from a business proprietor who manages the digital contents controller.

55. An apparatus for preventing reproduction/distribution of digital goods sold via online to a client by use of physical goods having an inherent ID and a first encrypted ID from said inherent ID encrypted according to a first encryption algorithm for executing a part of the sold digital goods,

wherein the physical goods comprises a controller for determining the execution of the part of the sold digital goods depending on a result of comparison of a decrypted ID generated by decrypting a second encrypted ID, which had been generated by encrypting the first encrypted ID according to a second encryption algorithm and transferred to the physical goods when selling the digital goods, with the first encrypted ID given to the physical goods.

56. An apparatus for preventing reproduction/distribution of digital goods sold via online to a client by use of physical goods having a first encrypted ID for executing a part of the sold digital goods,

wherein the physical goods comprises a controller for determining the execution of the part of the sold digital goods depending on a result of comparison of a decrypted ID generated by decrypting a second encrypted ID, which had been generated by encrypting the first encrypted ID according to an encryption algorithm and transferred to the physical goods when selling the digital goods, according to a decryption algorithm corresponding to the encryption algorithm with the first encrypted ID given to the physical goods.

57. A method of preventing reproduction/distribution of digital goods transferred via online by use of physical goods having a first encrypted ID given thereto for executing a part of the transferred digital goods, comprising the steps of:

requesting transfer of the digital goods to a proprietor of the physical goods by purchasing of the digital goods;

examining whether or not the proprietor of the physical goods is a genuine one;

transferring the digital goods and a second encrypted ID generated by encrypting the first encrypted ID according to a predetermined encryption algorithm to the proprietor of the physical goods;

decrypting the second encrypted ID transferred to the proprietor of the physical goods according to a decryption algorithm corresponding to the predetermined encryption algorithm; and

determining the execution of the part of the transferred digital goods depending on a result of comparison of the decrypted ID with the first encrypted ID given to the physical goods.

58. A method of preventing reproduction/distribution of digital goods comprising a first

execution portion and a second execution portion transferred via online by use of physical goods having a first encrypted ID given thereto for executing the second execution portion of the digital goods, comprising the steps of:

requesting transfer of the digital goods to a proprietor of the physical goods by purchasing of the digital goods;

examining whether or not of the physical goods is a genuine one;

transferring the digital goods and a second encrypted ID generated by encrypting the first encrypted ID according to a predetermined encryption algorithm to the proprietor of the physical goods;

decrypting the second encrypted ID transferred to the proprietor of the physical goods according to a decryption algorithm corresponding to the predetermined encryption algorithm;

determining whether or not the decrypted ID coincides with the first encrypted ID given to the physical goods; and

executing the second execution portion of the digital goods in the physical goods and simultaneously executing the first execution portion of the digital goods in an interface section of the proprietor connected to the physical goods in synchronization with the execution of the second execution portion only when, in the determining step, the decrypted ID coincides with the first encrypted ID given to the physical goods.

59. An apparatus for preventing reproduction/distribution of digital goods transferred via online by use of physical goods having a first encrypted ID given thereto for executing a part of the transferred digital goods,

wherein the physical goods determines the execution of the part of the transferred

digital goods depending on a result of comparison of a decrypted ID generated by decrypting a second encrypted ID, which had been generated by encrypting the first encrypted ID according to a predetermined encryption algorithm and transferred to the physical goods, according to a decryption algorithm corresponding to the predetermined encryption algorithm, with the first encrypted ID given to the physical goods.

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